



**FY 2019-20 Sonoma TID grant program**

In partnership with Sonoma valley visitors bureau

**APPLICATION**

To be considered for support through the FY 2019-20 TID Special Event Grant Program, a completed application and all supporting documents must be submitted to the Sonoma Valley Visitors Bureau by August 31, 2019.

Please include an IRS Letter of Determination along with each application.

**EVENT DETAILS**

**Name of Event:** Jazz at the House

**Event Date(s):** 1<sup>st</sup> Sunday of each month, November – May, and **Time:** 3:00

**Event Location:** Vintage House

**Projected Attendance:** 200 **Projected overnight rooms:** 10

**Brief Event Description:** Jazz at the House is a collaboration between Vintage House and the Sonoma Jazz Society that brings live jazz to the Valley each Sunday afternoon from November through May. One exception: Chuchito Valdes was available on 9/21 and so we booked him for a 7:30 show.

**Years in Sonoma, CA:** 40

**APPLICANT/CONTACT INFORMATION**

**Applicant Organization:** Vintage House

**Name of Applicant:** Priscilla Call Essert, Executive Director

**Phone Number:** 707-996-0311

**Cell Phone Number:** 707-939-5484

**Business Address:** 264 First Street East

**City:** Sonoma **St:** **Zip:** 95476

**E-Mail Address:** Priscilla.call.essert@vintagehouse.org

## Marketing details

### MARKETING PLAN AND BUDGET

In the space provided below, please provide the following information regarding the marketing plan for the event including but not limited to:

**Target Demographic:** Adults ages 50+ , educated

**Describe your Media plan/mix:** Ads, articles, social media, weekly eblast and the websites of Vintage House and the Jazz Society.

**Describe your Public Relations efforts:** Press releases will go out and we will be pushing it out through jazz orgs in SF and the East Bay

**Target markets:** Jazz lovers who are: Members of Vintage House/members of the Jazz Society and their friends, in town for a destination wedding and looking for live entertainment, jazz lovers living within 75 miles of Sonoma.

**Promotional activities:** Ads in the IT, Press Democrat, and the Chronicle  
Facebook, Instagram, website (ours and the Jazz Society's), and our weekly eblast which goes out to 4,000 people each Friday. Will push it out to wedding planners as well as older members of destination wedding parties will be looking for things to do. Work with local hotels to get the word out!

**Paid advertising budget:** \$5,000

**Amount being requested:** \$3,000

## Application submission details

Applications must be received by the **Sonoma Valley Visitors Bureau by Friday, August 31, 2019** no later than 4:00 p.m. Methods of submitting applications: 1) via email: [marketing@sonomavalley.com](mailto:marketing@sonomavalley.com) (subject line: Sonoma TID Marketing Grant Program); or 2) by delivering the application packet to the Plaza Visitor Center, located at 453 First St. E, Sonoma, CA 95476. An award decision will be made and announced during September 2019.

Submitted by:

NAME

TITLE

Executive Director